

AGENCY NAME:	South Carolina Department of Agriculture		
AGENCY CODE:	P16	SECTION:	44



## Fiscal Year 2013-14 Accountability Report

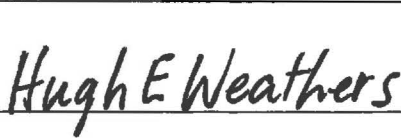

### SUBMISSION FORM

<b>AGENCY MISSION</b>	Our mission is to promote and nurture the growth and development of South Carolina's agriculture industry and its related businesses while assuring the safety and security of the buying public.
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Please identify your agency's preferred contacts for this year's accountability report.

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
<b>PRIMARY CONTACT:</b>	Aaron B. Wood	(803) 734-2182	awood@scda.sc.gov
<b>SECONDARY CONTACT:</b>	Stefanie Kitchen	(803) 734-2179	skitchen@scda.sc.gov

I have reviewed and approved the enclosed FY 2013-14 Accountability Report, which is complete and accurate to the extent of my knowledge.

<b>AGENCY DIRECTOR</b> (SIGN/DATE):	 
(TYPE/PRINT NAME):	Hugh E. Weathers
<b>BOARD/CMSN CHAIR</b> (SIGN/DATE):	
(TYPE/PRINT NAME):	

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## AGENCY'S DISCUSSION AND ANALYSIS

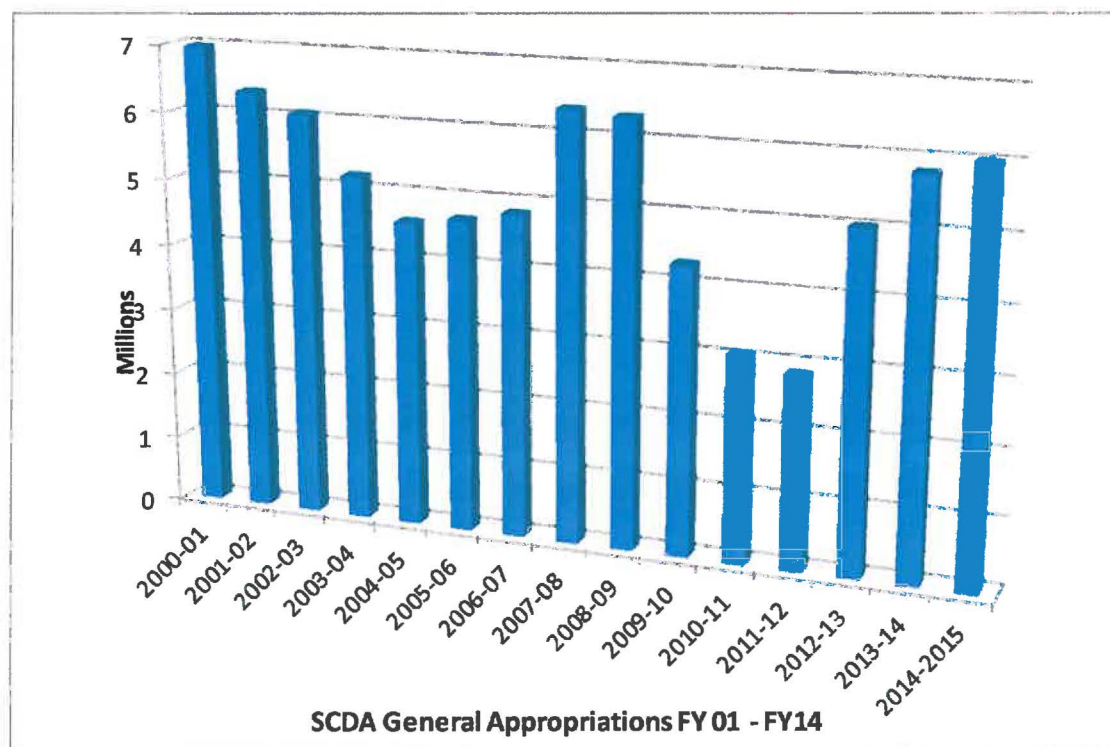
The South Carolina Department of Agriculture (SCDA) is organized into four divisions generally aligned by goals, in pursuit of one mission. The divisions are: Agency Operations, Consumer Protection, Agricultural Services, and External Affairs and Economic Development. The Strategic Planning Template reflects this loose alignment of goals with divisions, while also showing how the entire agency works together towards achievement of these goals through overlapping strategies, objectives, and performance measures.

### ***Agency Operations***

Agency Operations includes Administration, Human Resources, and Public Information. Administration includes Agency Services, Finance, and Information Technology program areas.

The Administration program area is striving to improve financial reporting to the Commissioner, Division Directors, and Field Supervisors. To do so, the Finance area works to coordinate the flow of funds with the agency mission. The budget must translate to each department how much personnel and operating money is budgeted, encumbered, expended, and the remaining amounts available to spend. Staff helps supervisors plan for larger expenditures and visualize how these needs fit into the scope of their annual budget. Administration has been able to save over \$729,547 in two budget years without a reduction in the level of services to the public. Administration saved \$348,500 in FY13 and \$381,047 in FY14, an increase of \$32,547 over the previous fiscal year.

SCDA General Appropriations did experience an increase in FY14. After several years of dealing with a smaller budget, SCDA is working hard to invest appropriated monies to yield the most benefit to agency customers.



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In the Information Technology Services (ITS) Program Area, the main strategy is to evaluate new technology products and services by performing a cost/benefit analysis. SCDA is redesigning its website to have a more modern feel that will help users access the information they are seeking with more ease and fewer clicks. SCDA equipped all inspectors with smartphones and mobile internet services in order to speed-up information flow, and reduce redundant data entry, travel time and postage cost. ITS is committed to increasing implementation of “green” technologies at the agency, from replacing older computers with energy star efficient versions to encouraging users to store information on the network drive in order to reduce paper copying. During the last year, the agency focused more on information security by participating in the State of South Carolina INFOSEC project. In fact, four new policies have been implemented. Also, network infrastructure and hardware have been moved to a more secure location and much of this equipment has been updated. The agency continues to work closely with the Division of Technology Operations (DTO) to ensure that the agency network files are held safely, as well as mandating that all employees go through IT Security Training each year.

In the Human Resources Department, efforts are aimed at hiring and retaining quality employees and encouraging professional development. In FY14, SCDA had 19 full-time, 1 time-limited and 5 (for 35 positions) temporary job postings. Several job sites were utilized, including NeoGov, SC Works, Indeed.com, Goodwill Job Link Center, Craigslist and AgCareers.com. Our agency had an 88.3% level of goal attainment in Equal Employment Opportunity Commission for FY14. Employees were offered three opportunities to attend Conflict Management Training held by the agency. Over 85% of employees attended. All supervisors were required to attend in-house Supervisory Training on Planning Stages and the Employee Performance Management System (EPMS). This training led to the development of planning stages for all employees to include measureable goals within the success criteria. SCDA had 100% completion rate for EPMS reviews resulting in zero “meets by default” ratings.

The Public Information Department leads efforts to provide accurate, unbiased, and timely information often of consumer interest and increase public awareness of the overall impact of the agriculture industry. Each public information request received through the SCDA website is answered within 2 days. In addition, SCDA maintains 4 social media accounts - Certified South Carolina Facebook, South Carolina Farmers Market Facebook, Certified SC Grown Twitter, and South Carolina Department of Agriculture Facebook - with an objective of composing at least two posts per day. In FY 14, SCDA received over 240 instances of earned media coverage.

2014 marked the 100<sup>th</sup> year for the *Market Bulletin*, which is published twice monthly and offers a place for readers to post agricultural items for sale, and for the agency to communicate events, activities, and items of consumer interest. The majority of readers are 45 years or older, and less than 1,500 of the total 16,289 subscribers receive an online version. Based on this information from periodic reader interest surveys, eliminating the paper subscription is currently not an option.

### ***Consumer Protection***

The Consumer Protection Division is comprised of four departments: Laboratory Services, Metrology Services, Food and Feed Safety Inspection, and Consumer Services. To comply with its legislative charge, the goal of the Consumer Protection Division is to protect the consumers and buying public in SC through routine food/feed/fuel inspections, laboratory testing and analysis, variety of industry

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certifications, product sampling, licensing, auditing and commodity oversight of storage warehouses and facilities.

The division is structured to provide inspections and analytical capabilities (chemical and physical) necessary to administer and enforce laws and regulations. The agency regulates the production, storage, handling, safety and sale of food for human consumption; animal feed; seed sold for agriculture and gardening; and petroleum products sold for heating or automotive uses. This work is performed in the Feed Laboratory, Food Laboratory, Pesticide/Chemical Residue Laboratory, Seed Laboratory, Food/Feed Safety Inspection, Weight and Measuring Device Inspection, and Agricultural Commodity Inspection. The efficiency of the testing and analytical efforts is reflected in the number of analyses performed annually.

In FY14, Consumer Protection has emphasized hiring and training the best employees possible. Advanced classroom training, on-the-job training, and continuing education courses have been utilized. The educational requirements and prerequisites for new hires have been raised. Hiring a new Feed Control Official in FY15 will ensure our state feed mills and feed distributors are in compliance with feed safety regulations at the state and national levels, thus protecting livestock, animals and pets.

Division leadership is evaluating membership affiliations and accreditations to determine value to the agency and its constituents. An assessment will be conducted in the upcoming year to determine if there is value from each membership (and if so, determine the level) or if the funds can be better spent elsewhere. SCDA will seek accreditation in the Food and Drug Administration's Manufactured Food Regulatory Program Standards (MFRPS) which will align the state inspection program with national standards; thus furthering credibility, regulatory knowledge, and expertise. This should also make compliance for companies clearer and easier to achieve.

The Division's Metrology Laboratory maintains the State's standards for mass and volume and provides calibration services that are traceable to the National Institute of Standards and Technology (NIST). The new Quality Manager position in the Metrology Department will help the metrology unit continue operating at Echelon 1 status and provide the means to achieve participation in the National Volunteer Laboratory Accreditation Program. The Metrology Laboratory maintains the accuracy of equipment used by the department's field inspectors and for measuring device service companies ensuring measurement equity in the market place. Calibration services are available to public customers at no charge and to private industries for an attractive fee. The laboratory supports local governments and businesses in all parts of the state including a number of the state's largest employers. This laboratory also calibrates the measuring devices used by the agency's Weights and Measures program to check for accuracy.

Collaboration will be a priority in the upcoming year. For example, SCDA needs to be prepared to perform emergency testing for Clemson University, in the event that it is needed, and therefore must have open communication at all times. The agency will work towards creating Memorandums of Agreements (MOA) with SC Department of Health and Environmental Control (DHEC), SC Department of Natural Resources (DNR), Clemson University Livestock and Poultry Health (CULPH), and SC Department of Social Services (DSS).

### ***Agricultural Services***



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Agricultural Services Division is made up of Marketing; Fruit, Vegetable and Commodity Inspection; Market News Programs; and State Farmers Markets. FY 14 saw many successful new promotional efforts across the Marketing Department and growth in most service areas of the Inspection Department. In addition, activities were expanded across the state at farmers markets, community based markets, and local school districts. Program efforts to assist farmers in Good Agricultural Practices (GAP) certification received excellent demand at the farm level, as did training efforts for farmers accepting WIC/SNAP Vouchers at markets across the state.

Certified South Carolina (CSC) continues to show positive growth. Membership from farm producers, distributors, wholesalers, and retailers continues to increase. CSC reached the 1,500 member milestone in 2014 and currently boasting 1,594 producer members. Exciting new media efforts have created spotlights on the agricultural industry and the CSC brand. SCDA programs are promoting value-added opportunities and direct marketing avenues for producers.

The new "Fresh On the Menu App" was rolled out in June of 2013 and features expanded capabilities for newer versions of Apple and other operating systems. The application allows consumers to easily locate local restaurants statewide that support local farm products on their menu. Certified SC Seafood was created at the end of the prior fiscal year and was rolled out during FY14. Seafood producers, fishermen, and wholesalers have embraced the new effort, with 20 major wholesalers and fishermen participating. Consumers and the restaurant community are also excited about the new brand, which works to accurately identify local wild-caught and farm-raised seafood.

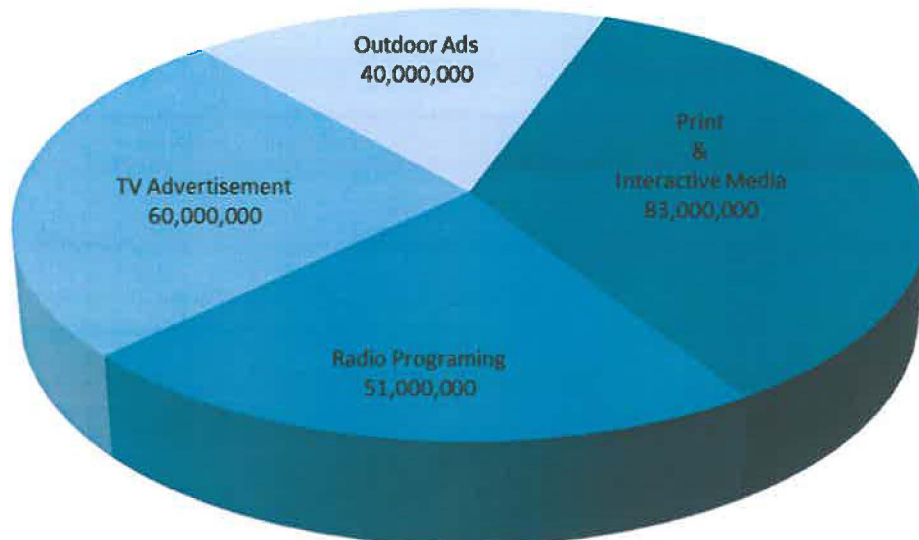
Media efforts were developed and executed across all formats, promoting the CSC family of brands. Over 60 million television impressions, 51 million radio impressions (including a CSC Local artist program through The Palm radio group), 40 million outdoor impressions, and over 83 million print and viral impressions carried the banner of CSC to the consuming public.

To support membership and media efforts, merchandising strategies were introduced across categories in retail food stores across South Carolina. 526 stores were merchandized in produce, meat, grocery, dairy, and deli areas with CSC point of purchase materials. South Carolina lost some 50 stores in 2013-14 because of consolidations and mergers, but SCDA did expand out of state efforts into over 100 additional stores with the CSC brand.

Major consumer promotion events increased significantly this year. The three seasonal Plant and Flower Shows are held both in the fall and the spring each year. Additional events like the Commissioners Cup BBQ, Darlington Car Show, and Commodity Days at the State Farmers Market highlighted CSC products and the markets themselves. There was participated in a number of expositions and events throughout South Carolina and the Southeast, such as Southeastern Wildlife Exposition (SEWE), Produce Marketing Association (PMA), Southeastern Produce Council (SEPC), Boonanza and Buyers Markets. SCDA will continue to drive the CSC brand to consumers and create marketing opportunities for producers through various marketing channels of retail, wholesale, direct sales, food service, as well as the expanding local market system.

## Certified SC Promotion Efforts FY 2014

(millions)



The Inspection Division was busy this year. The number of grain inspections increased to over 8,626 statewide. Fruit, vegetable, and commodity inspections were up in all categories except peanuts, which saw acreage reductions this past season. The peanut industry has expanded with several new buying points and a new shelling operation; therefore acreage in years to come is expected to increase significantly. This area of the agency has seen tremendous growth in demand over recent years.

GAP certification and education is an important service by SCDA, particularly because it is not a one-time certification. It is required for each commodity during each harvest. SCDA has staff to educate producers on requirements and perform a “mock audit” prior to SCDA’s actual inspection. In 2012-13, approximately 25 firms were certified. This grew to 50 in 2013-14. Producers recognize the need for certification to sell products at retail outlets or institutions such as schools; demand for GAP training is expected to continue statewide.

State Farmers Markets operate successfully in West Columbia, Greenville, and Florence. Upgrades to facilities have been a focal point with several major projects complete and more in the planning stage. This is to provide a safe and appealing environment for consumers and the vendor community. As demand for local products increases, the goal is to reach the greatest number of producers and consumers with an excellent product mix and high level of service at all markets managed by SCDA. SCDA also continues to support marketing efforts at over 100 community based markets and over 200 roadside markets statewide.

While critical to the overall agriculture industry, no commodity-specific measures are included in this report, because commodity boards are responsible for the allocation of their own individual funds and overseen by the Agriculture Commission of South Carolina. SCDA will continue to support commodity

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boards with overhead costs and support services; examples include office facilities, commodity marketing support staff, and administrative staff.

### ***External Affairs and Agribusiness Economic Development***

External Affairs works to advocate for agricultural issues at the federal, state and local levels. As the lead advocate for the state's agricultural industry, the agency listens to stakeholders about all pertinent issues. SCDA supports pro-agricultural legislation, regulations and funding, which will promote the continual growth of South Carolina agriculture. SCDA works on a daily basis with all levels of government, from U.S. Congress to local municipalities, to ensure agricultural issues are effectively communicated.

Additionally, agribusiness economic development means working with the South Carolina Department of Commerce, the state's regional economic development alliances, and city/county economic development boards to continually promote agribusiness in South Carolina. Much of this work entails the research and recruitment of prospective agribusiness companies who may have an interest in locating or growing their agribusiness in South Carolina. Reasons include sourcing products grown in-state, supplying value-added services/processing, competitive energy costs, a stable labor pool, the Port of Charleston, other transportation and infrastructure, climate, quality of life, and a relatively low cost of living.

The most current numbers show that agribusiness in South Carolina represents approximately \$34 billion in annual impact to the state's economy, and supports nearly 200,000 jobs. SCDA continues pushing towards its long-term goal of a \$50 billion annual economic impact by year 2020.

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Strategic Planning Template

Type	Item #			Description
	Goal	Strat	Object	
<b>G</b>	<b>1</b>			<b>Improve agency operational readiness and workforce development</b>
<b>S</b>		<b>1.1</b>		<b>Evaluate new technology products and services and implement based on cost/benefit analyses</b>
<i>O</i>		1.1.1		<i>Place all internal agency forms on network</i>
<i>O</i>		1.1.2		<i>Design, develop, build, and maintain a new agency website</i>
<i>O</i>		1.1.3		<i>Replace personal computers every three years</i>
<i>O</i>		1.1.4		<i>Upgrade network infrastructure and security at Wade Hampton Offices</i>
<i>O</i>		1.1.5		<i>Convert Wade Hampton Office phone systems to Voice Over IP (VOIP) system</i>
<i>O</i>		1.1.6		<i>Equip 100% of Consumer Protection field inspectors with 4G mobile network access</i>
<i>O</i>		1.1.7		<i>Work with vendors and service providers to refine current products and offer best- in-breed technology to staff</i>
<b>S</b>		<b>1.2</b>		<b>Prioritize information security activities</b>
<i>O</i>		1.2.1		<i>Acheive 100% completion of the US Department of Defense Information Security Awareness Program by 31 October</i>
<i>O</i>		1.2.2		<i>Have Executive and Information Technology (IT) staff participate in State of SC INFOSEC project by attending quarterly meetings or as directed by Division of Technology</i>
<i>O</i>		1.2.3		<i>Implement all 13 INFOSEC policies by 2016</i>
<b>S</b>		<b>1.3</b>		<b>Provide more professional development opportunities for employees</b>
<i>O</i>		1.3.1		<i>Encourage employees to identify relevant technical training during their yearly EPMS planning stage</i>
<i>O</i>		1.3.2		<i>Expand training delivery platforms to be more convenient and offer options for different learning styles</i>
<i>O</i>		1.3.3		<i>Offer in-house training at least quarterly</i>
<i>O</i>		1.3.4		<i>Solicit suggestions for training on broad topics beneficial to all employees</i>
<i>O</i>		1.3.5		<i>Encourage participation in trade groups and industry associations</i>



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Strategic Planning Template

Type	Item #			Description
	Goal	Strat	Object	
<b>S</b>		<b>1.4</b>		<b>Fully utilize annual Employee Performance Management System (EPMS) as a communication tool</b>
<i>O</i>			<i>1.4.1</i>	<i>Complete planning stage documents within 2 months of the calendar year for all existing employees or within 1 month of hiring all new employees</i>
<i>O</i>			<i>1.4.2</i>	<i>Evaluate and counsel 100% of employees by the end of annual, probationary, or trial period</i>
<i>O</i>			<i>1.4.3</i>	<i>Include comments and/or personal development plan for 100% of employees</i>
<b>S</b>		<b>1.5</b>		<b>Empower supervisors to be better decision-makers and personnel managers</b>
<i>O</i>			<i>1.5.1</i>	<i>Provide monthly financial reports to appropriate program staff</i>
<i>O</i>			<i>1.5.2</i>	<i>Conduct annual introductory and advanced training for supervisors</i>
<i>O</i>			<i>1.5.3</i>	<i>Encourage more frequent meetings between supervisors and subordinates</i>
<i>O</i>			<i>1.5.4</i>	<i>Designate training officers for Consumer all Service programs and staff</i>
<i>O</i>			<i>1.5.5</i>	<i>Review agency and departmental policies annually; edit and/or draft new policies as necessary</i>
<b>S</b>		<b>1.6</b>		<b>Improve internal financial reporting</b>
<i>O</i>			<i>1.6.1</i>	<i>Provide monthly financial reports to division directors for personnel and operating funds in their areas of responsibility</i>
<i>O</i>			<i>1.6.2</i>	<i>Assistant Commissioner for Agency Operations and Director of Administration will review all agency financials monthly</i>
<b>S</b>		<b>1.7</b>		<b>Diversify agency workforce by EEOC categories, age, education, experience, and perspective</b>
<i>O</i>			<i>1.7.1</i>	<i>Attend at least two recruitment events annually, other than those facilitated by state government</i>

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Type	Item #			Description
	Goal	Strat	Object	
O			1.7.2	Use at least three additional avenues, other than NeoGov, to advertise position vacancies
O			1.7.3	Complete required EEOC reporting and focus on potential areas of improvement
S		1.8		Ensure that organizational structure is clear, balanced, and mission-oriented
O			1.8.1	Rename and reorganize the Consumer Protection Division
O			1.8.2	Add division of External Development and External Affairs
O			1.8.3	Review supervisor to employee ratio annually and adjust if necessary
S		1.9		Emphasize employee health and safety on and off the job
O			1.9.1	Offer an annual health screening for all employees
O			1.9.2	Certify and maintain currency for 10% of strategically placed agency employees in first aid, CPR, and use of AED machines
O			1.9.3	Ensure that all agency office buildings with 10 or more employees are equipped with AED machines
O			1.9.4	Purchase Personal Protective Equipment (PPE) for all field personnel
G	2			Protect the consumers in the marketplace through compliance inspections, laboratory testing and analysis, issuing certifications, sampling, licensing, auditing, and providing commodity oversight of storage warehouses and facilities.
S		2.1		Continue to provide food/feed safety oversight at SC food manufacturing and storage facilities through routine periodic inspections based on product types, inspection history, and risk analysis
O			2.1.1	Provide advanced classroom training, on-the-job training, and continuing education courses for entire food/feed inspection team
O			2.1.2	Hire Feed Control Official Replacement to cover feed industry inspections in SC

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Type	Item #			Description
	Goal	Strat	Object	
O			2.1.3	Participate in the Food and Drug Administration's MFRPS by 2015
O			2.1.4	Create 4 working and viable Memorandum of Understanding (MOUs) with other state agencies including DHEC, DNR, SCLPH, and DSS
O			2.1.5	Develop and maintain Laboratory Safety Program with 100% attendance to all safety meetings and trainings
O			2.1.6	Make all 32 public forms able to be submitted online
S		2.2		<b>Maintain the accuracy of the state's measurement system by providing high quality calibration services to public and private sector customers through the SC Metrology Laboratory</b>
O			2.2.1	Enhance lab's credibility by becoming accredited by the National Voluntary Laboratory Accreditation Program (NVLAP)
O			2.2.2	Establish a new Quality Manager Position to provide ongoing auditing and documentation of the quality assurance program
O			2.2.3	Design and build a new metrology laboratory to meet the requirements for Echelon I metrology laboratory
S		2.3		<b>Provide the public with assurance that commodities purchased are the correct quantity and quality, through routine inspections of gasoline/petroleum dispensers, scales, and commodity storage facilities</b>
O			2.3.1	Establish a subject matter expert position for in-the-field assessments and knowledge exchange
O			2.3.2	Perform routine inspections, consistent with policy, of 100% of firms covered under SCDA regulatory oversight
O			2.3.3	Ensure same-day follow-up communication to 100% of consumer complaints and perform investigative field inspections, if required, within 2 business days
O			2.3.4	Continue field level supervision of Weights and Measures program for 100% of SC counties

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Type	Item #			Description
	Goal	Strat	Object	
<b>S</b>		<b>2.4</b>		<b>Provide the public with assurance that commodities purchased are safe, wholesome, and adhere to standards, through chemical and physical analytical analysis of food, animal feed, seed, and petroleum products</b>
<i>O</i>			<i>2.4.1</i>	<i>Collaborate and ensure open communication with other state agencies (Clemson, DOT, DHEC, DOR and APHIS, FERN, Produce Inspection) to perform routine and emergency testing</i>
<i>O</i>			<i>2.4.2</i>	<i>Ensure technical training of 100% of new and existing staff</i>
<i>O</i>			<i>2.4.3</i>	<i>Evaluate and track national and state organization memberships for the value gained by SCDA</i>
<i>O</i>			<i>2.4.4</i>	<i>Add consumer-valued testing to comply with national standards</i>
<i>O</i>			<i>2.4.5</i>	<i>Increase and broaden sampling of fruits and vegetables by 10%</i>
<i>O</i>			<i>2.4.6</i>	<i>As current positions become open, elevate prerequisites and educational level for 50% of new hires</i>
<b>G</b>	<b>3</b>			<b>Promote and market South Carolina agriculture, both domestically and abroad, to increase demand for agricultural products and to enhance growth and expansion of the state's total agricultural product output, economic impact, and capital investment</b>
<b>S</b>		<b>3.1</b>		<b>Expand CSC branding efforts</b>
<i>O</i>			<i>3.1.1</i>	<i>Increase program membership participation by 10%</i>
<i>O</i>			<i>3.1.2</i>	<i>Increase in-state merchandising efforts, resulting in a 5% increase in total sales of local products in retail outlets</i>
<i>O</i>			<i>3.1.3</i>	<i>Future outreach: Grow sales in North Carolina, Virginia, and Mid-Atlantic region with key retailers by 10% in key measurable areas of fresh produce through combined radio and merchandising efforts</i>



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Type	Item #			Description
	Goal	Strat	Object	
O			3.1.4	Increase event attendance by 10% and adjust future direction based on project utilization and evaluation
O			3.1.5	Increase CSC brand recognition by 10%
S		3.2		<b>Expand agribusiness recruitment and scope of existing industry</b>
O			3.2.1	Engage state, local, and regional alliance officials about agribusiness opportunities by meeting with state commerce officials and regional alliance directors and staff on a quarterly basis
O			3.2.2	Meet with three current companies to encourage them to use more SC products in their business process
O			3.2.3	Participate in at least 5 business events and tradeshow per year
O			3.2.4	Perform an annual inventory analysis on agribusiness companies who are interested in expansion in SC & Southeast USA
O			3.2.5	Engage with at least three existing industry players to indentify barriers to growth, promote opportunities for expansion, and encourage additional investment
O			3.2.6	Develop commodity specific efforts to highlight crop conditions, outlooks, and timing backed up by promotional efforts to increase overall sales in-state by 5%
S		3.3		<b>Expand opportunities through State Farmers Market system, community based markets and roadside markets statewide, and agritourism promotional efforts</b>
O			3.3.1	Identify and prioritize critical necessary upgrades at all 3 market facilities based on consumer safety, overall appearance, and functionality
O			3.3.2	Recruit new farmers, identify demand for new products, and align resources to meet the needs of producers and consumers
O			3.3.3	Develop producer Good Agricultural Practice (GAP) training and certification schedule and outreach efforts to meet needs during pre-season and production to increase GAP certified farms by 15%

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	Goal	Strat	Object	
O			3.3.4	Provide 4 training meetings for producers interested in accepting WIC/SNAP vouchers across the state during the months of November through January
O			3.3.5	Continue to increase school participation in direct purchases of local product with increase in sales of 10% statewide via direct consultation and promotion efforts under Farm to School programming
S		3.4		<b>Increase promotion of non-traditional agriculture</b>
O			3.4.1	Create three statewide foods hubs
O			3.4.2	Increase the number of agritourism operations participating in SCDA programming by 10%
O			3.4.3	Educate the general public, by written communication and social media, on the diverse opportunities of nontraditional agriculture, on a monthly basis
O			3.4.4	Collaborate on a monthly basis with SC Department of Health and Environmental Control, Clemson University, and SC Department of Agriculture to promote farm-to-school program to current school nutrition officials and food service employees
S		3.5		<b>Take a leading role in advocating for sound, responsible agricultural policies that encourage business growth and resource stewardship</b>
O			3.5.1	Assess all industry policies prior to the beginning of each legislative session by gathering input from at least 10 different producers
O			3.5.2	Be an industry voice in communicating factual information by making policy statements to elected officials at the appropriate time
G	4			<b>Provide accurate, unbiased, and timely information of consumer interest and increase public awareness of the overall impact of the agricultural industry</b>
S		4.1		<b>Ensure timely delivery of news releases and proactively identify and pitch consumer interest stories</b>

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O			4.1.1	Develop viral strategies to reach consumers directly on internet channels with messaging one month out on major events and two weeks out on minor events
O			4.1.2	Public Information Office (PIO) staff should conduct visits with different program staff at least monthly
O			4.1.3	Respond to 100% of website Information Requests within 2 business days
O			4.1.4	Actively use social media messaging and maintain activity level of at least two posts per day
O			4.1.5	Ensure sound management of information systems used by producers in regards to market pricing in order to report at 98% accuracy
S			4.2	<b>Increase media coverage of agencies activities and functions</b>
O			4.2.1	Increase earned media coverage year over and above 2012-13 performance results
O			4.2.2	Leverage paid media to get a higher return on investment
O			4.2.3	Develop relationships with media statewide for key story opportunities related to positive ag news, events, etc.as they occur
S			4.3	<b>Expand reach of Market Bulletin/Market News Service as an information vehicle and educational resource</b>
O			4.3.1	Maintain subscription reach of 16,000
O			4.3.2	Engage staff to contribute articles and photographs for all 24 issues
O			4.3.3	Reduce fixed costs, excluding postage, during FY 15
O			4.3.4	Conduct reader interest survey every two years

Agency Name:	South Carolina Department of Agriculture		
Agency Code:	P16	Section:	044



Fiscal Year 2013-14  
Accountability Report

Performance Measurement Template									
Item	Performance Measure	Last Value	Current Value	Target Value	Time Applicable	Data Source and Availability	Reporting Freq.	Calculation Method	Associated Objective(s)
1	Number of Certified SC members	1471	1594	1753	July 1-June 30	member database; updated monthly	Annual	Total of all Certified SC members	3.1.1, 3.1.2, 3.1.3, 3.1.5,
2	Volume percent of local product sales (select categories) in retail outlets	10%	17%	22%	July 1-June 30	Confidential reports from in-state retailers showing sales lift and overall cases of products sold.	Annual	Amount of local products sales in retail outlets/total sales	3.1.2, 3.1.5, 3.2.6
3	Number of Certified GAP farms	25	50	57	July 1-June 30	Audit reports compiled by staff	When an audit is completed and passed	Total of all Certified GAP farms	3.3.2, 3.3.3, 3.3.5
4	Number of attendees at Certified SC events	190,000	214,000	235,400	July 1-June 30	car counts, ticket sales	Per event	Totaling number of attendees at SCDA events via car counts (2.2 PP per car as standard) and ticket sales for paid events	3.1.4, 3.1.5, 3.3.2
5	CSC brand recognition	38%	60%	66%	July 1-June 30	statewide consumer survey	Every two years	Total positive responses on consumer survey of target group sample	3.1.1, 3.1.2, 3.1.3, 3.1.4, 3.1.5
6	Number of statewide food hubs	1	1	3	July 1-June 30	food hub database; updated quarterly	Rolling	Total number of statewide food hubs in South Carolina	3.4.1
7	Number of agritourism operations participating in agency programs	0	72	77	July 1-June 30	Database of Agritourism Operators; real-time	Rolling	Total number of agritourism operations in South Carolina	3.4.2
8	Percent of Consumer Protection field inspectors with 4G mobile network access	0%	100%	100%	July 1-June 30	IT records	Annual	Number of field inspectors with 4G mobile network access/total number of field inspectors	1.1.6, 1.1.7
9	Percent completion of the U.S. Department of Defense Information Security Awareness Program	100%	100%	100%	July 1-June 30	IT records	Annual	Completed number of programs/number of full-time employees	1.2.1
10	Number of INFOSEC policies implemented	new	4	13	July 1, 2014-June 30, 2016	IT records	Periodic review	Totaling number of INFOSEC policies implemented	1.2.3
11	Number of in-house training sessions offered	3	5	4	July 1-June 30	HR records	Annual	Totaling number of in-house training sessions offered	1.3.3
12	Number of recruitment events attended	new	0	2	July 1-June 30	Invitations, registration forms	Annual	Totaling number of recruitment events attended	1.7.1, 1.7.2
13	Number of health screenings offered to employees	1	1	1	July 1-June 30	HR records (email announcing screenings)	Annual	Totaling number of health screenings offered to employees	1.9.1
14	Percent of website Public Information Requests answered within 2 days	new	new	99%	July 1-June 30	PI request records	Periodic review	Number of phone, email, and social media requests answered within 2 days/total number of requests	4.1.3, 4.1.4
15	Market Bulletin subscription reach	17,000	16,289	16,000	July 1-June 30	Kelly Registration Systems	Annual	Total number of Market Bulletin subscribers	4.3.1, 4.3.2, 4.3.3, 4.3.4
16	Number of internal forms on the network	2	8	8	July 1-June 30	SCDA network	Annual	Total number of agency forms on the internal network	1.1.1, 1.1.2, 1.1.6
17	Number of public forms able to be submitted on the website	9	9	32	July 1-June 30	website resources page	Annual	Total number of forms able to be submitted online	2.1.6, 1.1.2, 1.1.6
18	Number of agribusiness events attended	2	5	5	July 1-June 30	Completed travel reports, after action reviews	Annual	Total number of events	3.2.3
19	Agribusiness research obtained through alliance meetings	4	7	4	July 1-June 30	Alliance registration; updated quarterly	Annual	Number of state economic development alliances	3.2.1, 3.2.2, 3.2.4, 3.2.5
20	Agribusinesses identified for possible recruitment	3	4	6	July 1-June 30	Recruitment log; updated monthly	Monthly	Totaling monthly number of contacts	3.2.2, 3.2.5
21	Number of producers reached	new	10	10	July 1-June 30	Issue/policy database; updated annually	Annual	Number of producers reached by two-way communication	3.5.1



### Performance Measurement Template

[illegible]

Agency Name: South Carolina Department of Agriculture

Agency Code: P16 Section: 044

Fiscal Year 2013-14  
Accountability Report

Program Template

Program/Title	Purpose	FY 2012-13 Expenditures				FY 2013-14 Expenditures				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Administrative Services	Provides executive leadership, support, policy development and review, financial services, information technology, facilities management and other administrative services.	\$ 867,566	\$ 123,746	\$ -	\$ 991,312	\$ 898,381	\$ 90,862	\$ -	\$ 989,243	1.1.1, 1.1.2, 1.1.3, 1.1.4, 1.1.5, 1.1.6, 1.1.7, 1.2.1, 1.2.2, 1.2.3, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.3.5, 1.4.1, 1.4.2, 1.4.3, 1.5.1, 1.5.2, 1.5.3, 1.5.4, 1.5.5, 1.6.1, 1.6.2, 1.7.1, 1.7.2, 1.7.3, 1.8.1, 1.8.2, 1.8.3, 1.9.1, 1.9.2, 1.9.3, 1.9.4
II. Laboratory Services	Protects consumers from unsafe, ineffective, or fraudulent goods that may be offered for public sale; assures that goods meet acceptable standards of quality; monitors labeling; registers animal and pet foods, frozen desserts, gasoline and antifreeze; Issues licenses for butterfat testers and milk samplers, grants permits to salvage food operations; issues two to three thousand licenses, permits and registrations; provides assistance regarding food safety and security in the event of a natural disaster or an accidental or international emergency related to Homeland Security.	\$ 907,022	\$ 327,531	\$ 3,165	\$ 1,237,718	\$ 780,141	\$ 283,228	\$ -	\$ 1,063,369	2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.5, 2.2.1, 2.2.2, 2.2.3, 2.4.1, 2.4.2, 2.4.3, 2.4.4, 2.4.5, 2.4.6
III. Consumer Services	Draws samples for analysis in the SCDA's laboratories; protects the people of the state, farmers and non-farmers, from fraud by ensuring the accuracy of weights and measures; inspects food and cosmetic manufacturing and storage facilities; assures farmers that they receive full and prompt payment for the products they produce and that their stored cotton and grain crops are protected in warehouse facilities; inspects gas pumps, grocery store scales, vehicle tank meters, and liquid petroleum gas measuring devices; collects official samples of petroleum, produce, meat and feeds for laboratory analysis; licenses, bonds and audits warehouses and dealers; inspects storage facilities for sanitation compliance.	\$ 366,861	\$ 942,313	\$ -	\$ 1,309,174	\$ 766,470	\$ 929,782	\$ -	\$ 1,696,252	1.5.4, 1.9.4, 2.3.1, 2.3.2, 2.3.3, 2.3.4, 2.4.2, 2.4.3, 2.4.4, 2.4.5, 2.4.6

Agency Name: **South Carolina Department of Agriculture**Agency Code: **P16** Section: **044**Fiscal Year 2013-14  
Accountability Report

Program Template

Program/Title	Purpose	FY 2012-13 Expenditures				FY 2013-14 Expenditures				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
IV. A. Marketing and Promotions	Develops and implements broad-based marketing programs; provides programs and services designed to increase consumer awareness and product demand for quality South Carolina agricultural commodities; strives to improve the economic vitality of business and individuals in the industry of agriculture; encourages expansion and development of existing industries that use South Carolina agricultural commodities, both fresh and processed, to increase the marketability of locally-grown products; domestic and international marketing assistance; certifies roadside markets; promotes specialty crops and specialty products; assists small farmer and provides support for locally grown certification; promotes the green industry (nursery, greenhouse, landscape, etc); authorizes individual farmers and farmers markets to be able to accept coupons from those who are nutritionally at risk to buy fresh, unprepared produce issued in the WIC and Seniors Farmers Market Nutrition Programs.	\$ 2,195,829	\$ 247,231	\$ 713,271	\$ 3,156,331	\$ 2,315,429	\$ 484,892	\$ 575,567	\$ 3,375,888	3.1.1, 3.1.2, 3.1.3, 3.1.4, 3.1.5, 3.2.1, 3.2.2, 3.2.3, 3.2.4, 3.2.5, 3.2.6, 3.3.1, 3.3.2, 3.3.3, 3.3.4, 3.3.5, 4.1.1, 4.1.2, 4.1.3, 4.1.4
IV. B. Commodity Boards	Serves as a liaison to commodity boards, associations and the state's Agriculture Commission to aid in marketing state commodities, as well as fund various research projects relevant to the commodity.	\$ -	\$ 2,085,043	\$ -	\$ 2,085,043	\$ -	\$ 1,402,628	\$ -	\$ 1,402,628	
IV. C. Market Services	Oversees and operates the three state farmers markets in Lexington, Florence and Greenville. These markets provide central points for farmers and producers to sell their products.	\$ -	\$ 701,235	\$ -	\$ 701,235	\$ 300,000	\$ 650,178	\$ -	\$ 950,178	3.1.3, 3.1.4, 3.3.1, 3.3.2
IV. D. Inspection Services	Provides quality grade standards and up-to-date first-hand market news to the allied industry through a cooperative agreement with the USDA; provides grading and inspecting of poultry products and fruits and vegetables.	\$ -	\$ 1,915,892	\$ -	\$ 1,915,892	\$ -	\$ 1,836,496	\$ 3,264	\$ 1,839,760	2.4.5, 2.4.6, 3.3.3, 4.1.5
IV. E. Market Bulletin	Publishes the Market Bulletin which is designed as a vehicle for farmers and non-farmers to buy and sell agricultural and agricultural-related items, a resource for economic stability especially in rural areas.	\$ -	\$ 136,242	\$ -	\$ 136,242	\$ -	\$ 120,253	\$ -	\$ 120,253	4.3.1, 4.3.2, 4.3.3, 4.3.4
V. Fringe Benefits		\$ 677,040	\$ 998,809	\$ 41,592	\$ 1,717,441	\$ 775,310	\$ 1,082,052	\$ 20,626	\$ 1,877,988	

Agency Name: **South Carolina Department of Agriculture**

Agency Code: **P16** Section: **044**



**Fiscal Year 2013-14  
Accountability Report**

**Program Template**

Program/Title	Purpose	FY 2012-13 Expenditures				FY 2013-14 Expenditures				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
VI. Tobacco Funds					\$ -		\$ 1,015,956		\$ 1,015,956	3.1.1, 3.1.2, 3.1.3, 3.1.4, 3.1.5, 3.3.2, 3.3.3, 3.3.4, 3.3.5, 4.1.1, 4.1.4, 4.2.2
All Other Items	Permanent Improvements	\$ -	\$ 46,580	\$ -	\$ 46,580	\$ 7,106,644			\$ 7,106,644	3.1.4, 3.1.5, 2.4.5, 3.3.1, 3.3.2, 3.3.3, 4.1.1, 4.2.1
					\$ -				\$ -	